



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF TOURISM, AND HOSPITALITY
BACHELOR OF TOURISM MANAGEMENT**

COURSE CODE: BTM 3128-1

**COURSE TITLE: TOURISM POLICY AND
PLANNING**

DATE: 5/12/2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer **ALL** questions in section **A** and any other **TWO** in section **B**.
This paper consists of 2 printed pages. Please turn over

SECTION A-20 MARKS

1.

- a) Distinguish between a policy and a plan (1 mark)**
- b) Identify Kenya's first tourism-specific policy document (1 mark)**
- c) Briefly explain three goals of sustainable tourism development (3 marks)**
- d) Outline five levels of tourism planning (5 marks)**
- e) Briefly describe any five factors that may hinder meaningful community involvement in tourism policy formulation and planning (5 marks)**
- f) Explain five potential planning failures that can occur at the implementation stage within a tourism destination (5 marks)**

SECTION B-30 marks

- 2. Discuss the rationale for tourism policy and planning in a tourism destination (15marks)**
- 3. a) Briefly explain any six principles of tourism development that guide planning in Kenya (6 marks)**
b) Describe six key stages involved in the tourism planning process (9 marks)
- 4. a) Briefly describe any five landmark initiatives that formed Kenya's tourism agenda 2018-2022. (5 marks)**
b) Describe any five strategies addressed by the National Tourism Blueprint 2030 (10 marks)
- 5. a) Briefly explain any five emerging issues in tourism policy and planning (5 marks)**
b) Discuss the consequences of failing to plan in the context of a tourism destination (10 marks)

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